

EDMONTON

*Holds the Trump Hand
of Opportunity*



*Tourist & Commerce
Folder*





Sylvan Lake. Edmonton-Calgary trail or C.P.R. to Red Deer, west 15 miles.

Camrose, 60 miles south-east via C.N.R. or C.P.R. or Edmonton-Calgary trail to Wetaskiwin, east 28 miles to Camrose. Gravelled all the way. Camrose is a real show town.

Bashaw and Mirror, situated on shores of Buffalo Lake. Trail south-east from Wetaskiwin, through Malmo and Waterglen. Also by C.N.R.

Wainwright Buffalo Park, 120 miles east of Edmonton, on main line of C.N.R. Motorists take South Cooking Lake trail, continue through Tofield, Holden, Viking to Wainwright town. Park contains 110,000 acres. Has largest herd of Buffalo in the world—over 8,000 living under the original conditions of the plains. Has many elk, moose, antelope, mountain sheep, goats and some muskox. Well worth a visit. This is the centre of the Wainwright Oil Field, now coming into development.

EDMONTON SUMMER FAIR

One of the biggest events of the year in Edmonton is its great summer fair. Thousands are drawn from the Province of Alberta and other parts of Canada and the States every year by its exhibits and attractions. Breeders of horses and cattle from Eastern Canada and from several of the American States are regular exhibitors. Though primarily a display of the products of agriculture, it combines with this object the best that Alberta produces in manufactures, in the household and in the fine arts. A notable feature, developed in recent years, is the grand open air pageant every evening of the fair before the immense grandstand in the



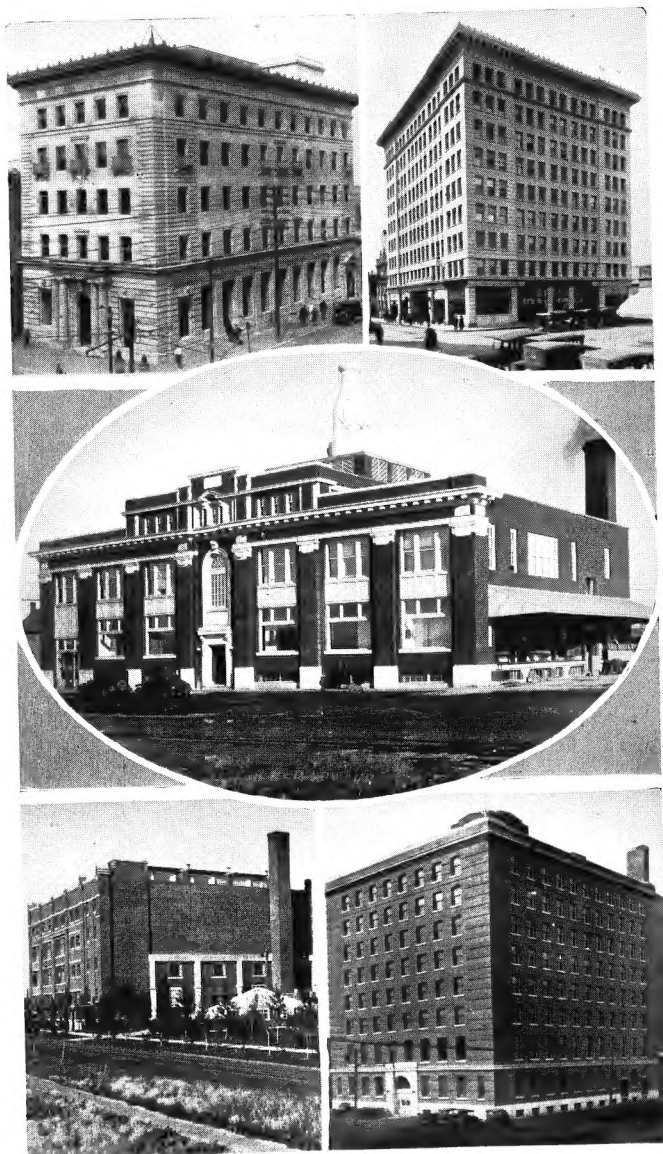
evening twilights of July. From 600 to 800 boys and girls take part. This annual pageant is becoming a famous event in itself and is attracting an increasing patronage every year.

WHOLESALE AND JOBBING CENTRE

Owing to its strategic location as the centre of a vast, rich, agricultural region and the rapidly developing Northland, Edmonton has grown into an important wholesale and jobbing centre. Besides containing many independent local firms, it includes a large number of branches of the big manufacturers and distributors of Eastern Canada and the United States, representing every branch of mercantile trading.

NATURAL RESOURCES OF EDMONTON DISTRICT

Among the Provinces of Canada, Alberta is regarded as one of the richest and most varied in natural, undeveloped wealth. Edmonton is in the centre of the largest area of agricultural land



of any city in Canada. Most of the land is still in the raw state, but annually over half a million acres of new land is brought under cultivation. The finest quality of wheat, oats, barley and peas are grown.

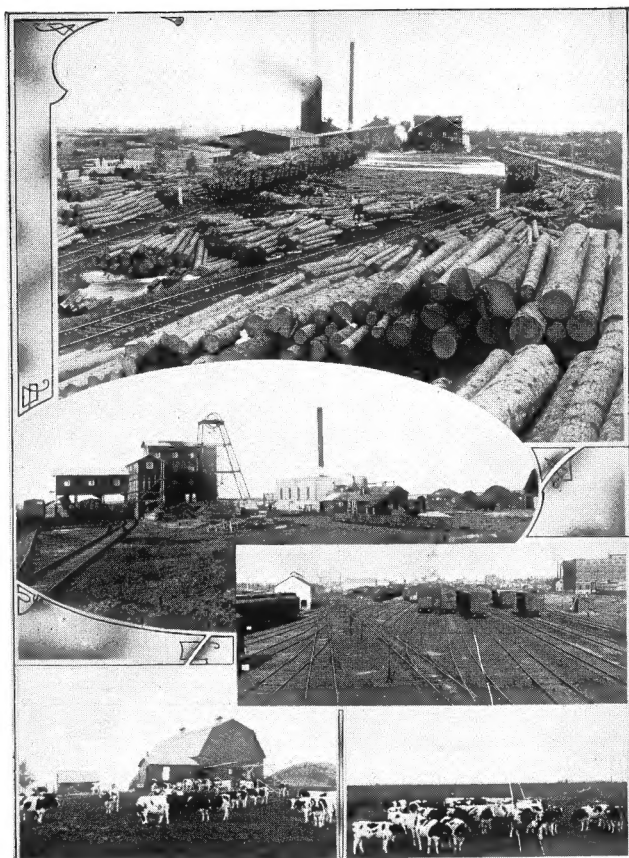
Wheat grown in Northern Alberta has been winning prizes at world fairs since 1876. In that year, wheat grown by the Roman Catholic Mission at Fort Chipewyan won highest awards at Philadelphia. In 1893, wheat from Peace River won first at the World's Fair, Chicago. Herman Trelle, of Grande Prairie, has won twice in succession with wheat and oats at the International Grain Show, Chicago. Land and climate that produce cereals of such high quality are among the greatest of a country's natural resources.

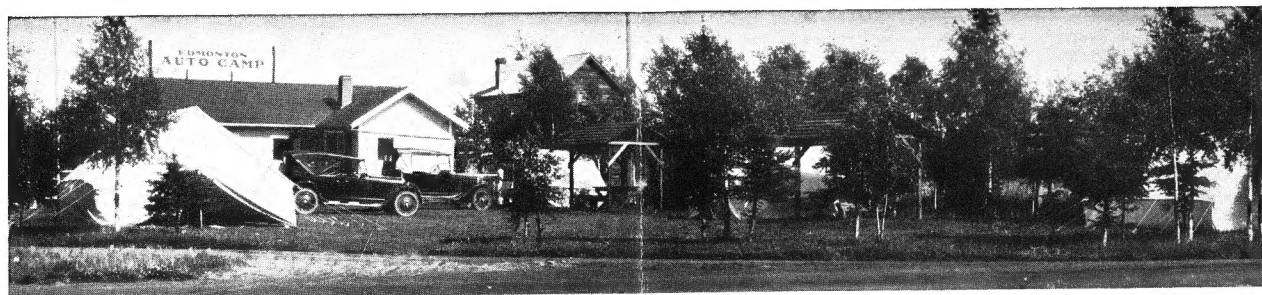
COAL

Alberta contains 18 per cent. of the coal supply of the world, and 85 per cent. of the coal of Canada. In the Edmonton District it is estimated there are 30,000,000,000 tons of known coal reserves. Almost every river in the province cuts through a seam of coal. Great coal beds of different ages, including grades of bituminous, sub-bituminous and lignites, extend eastward from the mountains a distance of over 200 miles.

NATURAL GAS

Edmonton lies on the edge of one of the greatest natural gas fields in America. The field extends in a broad zone from the Peace River in a south-easterly direction across the province to the Battle River, a distance of over 300 miles. The city is supplied with gas from the Viking field, 80 miles east. Sixteen wells produce an open flow of 80,000,000 cubic feet a day.





OIL AND ASPHALT

Alberta has recently become the greatest oil producer in the British Empire. Important developments are in progress in the Turner Valley field and in the Wainwright field. Edmonton city is particularly interested in the Wainwright oil field, 120 miles east of the main line of the C.N.R. Here an area of several thousand square miles is regarded as a favorable oil field. Four principal structures have been delimited. Oil or gas has been found in every well drilled in this area. Oil in quantity as high as 300 barrels per day has been found. It is believed there are two horizons here and that more and deeper drilling will discover larger quantities and



higher grades. A number of companies controlling large acreages in this field are preparing to carry out an extensive program of deeper drilling during 1929.

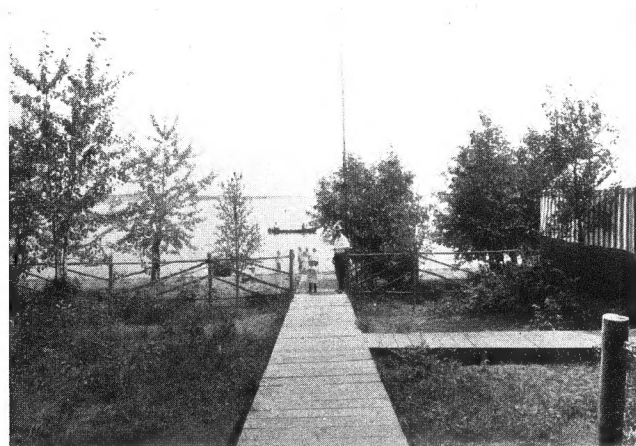
Two hundred and fifty miles north of Edmonton in the vicinity of McMurray, there is an area of 25,000 square miles of bituminous sands. These deposits are of great economic value in the construction of hard-surfaced roads. The Research Department of the University of Alberta, and the Mines Branch of Canada, are experimenting on the best methods of separating the bitumen from the crude oil contained in these wonderful deposits. It has been estimated by geologists that these sands contain 10 gallons of crude petroleum per ton, and that the whole area contains 30,000 million barrels.

SALT

Alberta has salt deposits sufficient to supply Western Canada. Beds 100 and 200 feet thick have been found at Fort McMurray. Salt works have been erected and as soon as railway facilities are provided production will be increased to supply all of Alberta.

INDUSTRIES

In a city so young, manufacturing is naturally in the initial stages, but a splendid beginning has been made and progress is satisfactory. Edmonton's vast supplies of raw material in the territory surrounding the city, its key position for distribution, and growing market at home and abroad form the basis of an assured industrial expansion. The dairy and meat industries are firmly rooted here and rank with any in the Dominion. During the last few years many industries have sprung up. Prominent examples are men's heavy clothing, fur garments, women's and children's wear, iron, steel and sheet metal products, wire fences,



furnaces, brooms, candies, biscuits, beverages, flour, boats, canoes, lumber, window sashes, doors, wooden boxes, cement, brick, paper cartons, etc.

STATISTICS OF INDUSTRY

Number industrial plants.....	196
Employees.....	4,667
Industrial payroll.....	\$6,250,000
Value manufactures.....	\$29,648,000

DAIRYING

Agriculture in the Edmonton District has developed along the lines of mixed farming. Livestock and dairying have been here, as everywhere they must be, the foundation of agriculture. A few years ago Hoard's Dairyman said:

"No part of the New World can point to a finer record of dairy progress than can the Province of Alberta."

The country around Edmonton is the heart of the dairy industry in Alberta. And naturally so. Before the white man came, Central Alberta was the favorite range for deer, moose, elk, buffalo, which indicates its natural adaptability to cattle raising. Alberta

creamery butter ranks equally high with the best in the world and Edmonton is famous for the brands of delicious ice cream made in its dairy factories.

A GRAIN CENTRE

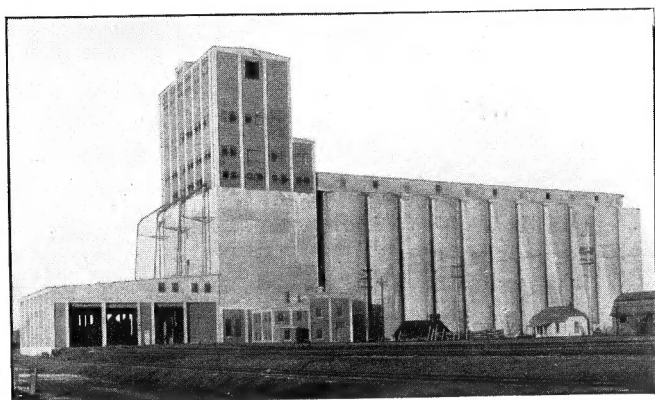
Edmonton is the centre of the grain trade for Northern and Central Alberta. A Government Terminal Elevator has storage capacity for 2,500,000 bushels, and most of the important grain companies of Western Canada, including the Wheat Pool, are represented on the Edmonton grain market. Most of the wheat inspected and marketed in Edmonton goes to Vancouver and Prince Rupert.

EDMONTON LIVE STOCK YARDS

One of the public terminal livestock markets of Canada is located at Edmonton and operated under government supervision. About \$6,000,000 per year is paid to the farmers of the district for the livestock passed through the yards.

HUNTING AND FISHING

The country of which Edmonton is the gateway is one of the last refuges of wild life in North America. In this vast area, stretching northward for two thousand miles there are thousands of square miles of virgin forest where the crack of a rifle has never been heard. Protected by reasonable game laws every variety of the original fauna of the west is being preserved and perpetuated. Great natural parks and animal sanctuaries have been set apart by the Government of Canada with the result that there has been a marked increase in deer, mountain sheep, goats, bears and other animals. Hunting is not permitted in the national game preserves, but in the territory outside of these areas, the sportsman will find enough to realize the happy hunting ground of his dreams.

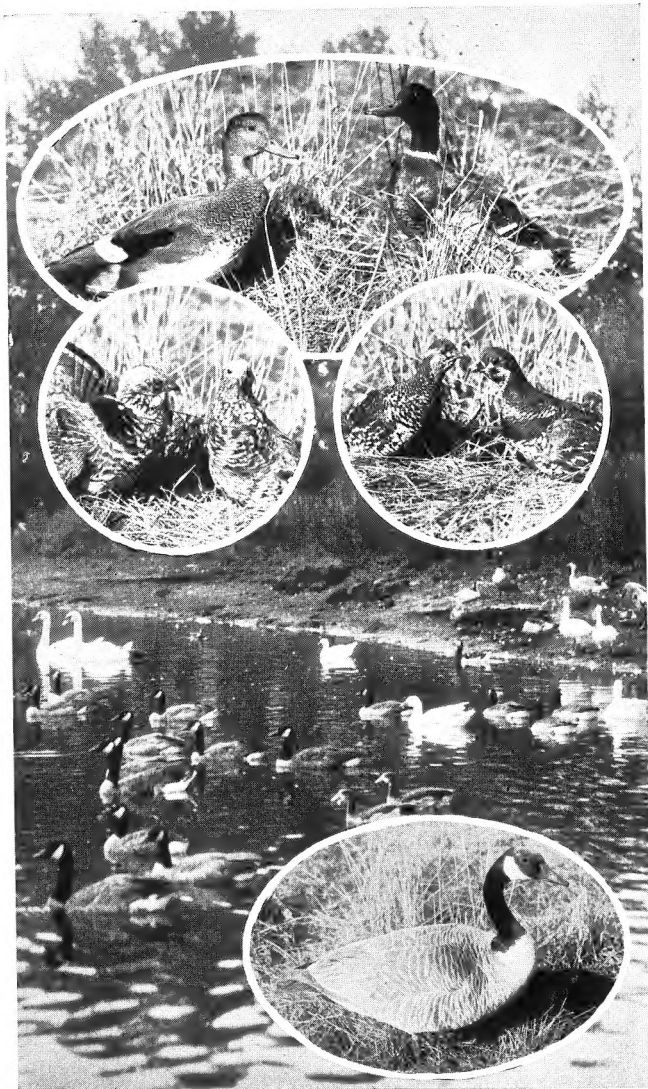


GAME BIRDS

The Edmonton District offers excellent opportunities for hunting game birds. The numerous lakes and sloughs provide favorable breeding grounds for many varieties of wild ducks—mallards, teals, spoon bills, pintails, mergansers, wood duck, etc. During the day, some of these varieties, notably the mallards, feed in the grain fields, and so are easily shot. Every summer countless flocks of ducks and geese are hatched in the solitudes of the Far North. In the fall millions gather in the great marshes in the vicinity of Lake Athabaska before they commence their southward flight. The Canada goose or grey goose, is regarded as one of the most highly prized game birds on the continent.

Prairie chicken and half a dozen species of grouse are to be found, the former in the more open and settled districts, the latter in the newer and better wooded lands. Hungarian partridge, introduced about twenty years ago, are increasing very rapidly.

The open season for game birds is in the fall when the weather is usually bright and dry and the roads, even the poorest dirt trails, are easily passable.



FISHING

The best game fishing in the district is to be found in the country west of Edmonton in the lakes, among the foothills and mountains, and along the streams that flow into the Athabaska River—the Macleod, Embarras, Snake Indian, Rocky and Pembina; also Edson, Prairie, Sundance, Fish and Carrot Creeks.

The principal varieties include Rainbow trout, Mountain trout, Dolly Varden trout and grayling.

Pike, perch and pickerel are to be found in most of the lakes in the district, which, in addition to those already mentioned, include Lake Isle and Chip Lake, west of Edmonton on the Jasper Highway; Lesser Slave, Amisk, Pinehurst, Fork, Floatingstone, St. Vincent, Moose, Muriel, Frog and Beaver Lakes, north and east of Edmonton. These lakes are accessible by motor or by rail. Boats and accommodation are available in most cases.

NATURAL PARKS CLOSE BY

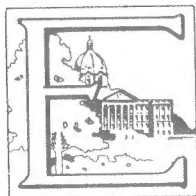
No city in Canada is so advantageously situated as Edmonton in relation to the great national play-grounds set apart by the Government of Canada for the perpetual use of the people of Canada as well as for holiday-seekers from every part of the world.

Jasper Park, 5,380 square miles, and Rocky Mountains Park, 2,852 square miles in area, lie 200 miles west of Edmonton on the eastern slopes of the Rocky Mountains. In stupendous grandeur, and rugged mountain beauty they are unequalled. For luxurious hotel accommodation, for camping sites, for facilities for sight-seeing, and for the enjoyment of outdoor recreation, few holiday places in America can surpass them.

Jasper Park, reached via Canadian National Railways, or by a passable motor road, contains every type of mountain scenery—pine-clad hills, torrential rivers, deep crystal lakes, mighty peaks like Edith Cavell, crowned with perpetual snow. Immediately over the Great Divide lies Mt. Robson Park, which contains Mt. Robson, the monarch of the Canadian Rockies (12,972 ft.); Emperor Falls, the noblest waterfall in the Rockies; Berg Lake and Berg Glacier, a vast curtain of emerald ice a mile long.

Every accommodation for tourists is provided in these parks. At Jasper, the C.N.R. has chosen a rustic bungalow style of architecture in the construction of Jasper Lodge, that blends perfectly with its surroundings. At Banff, the C.P.R. has the Banff Springs Hotel, a stately pile of stone like the great castle of a medieval baron. Excellent paved or gravelled roads lead to all important points in these parks. Chalets, bungalow camps and camping grounds are to be found at many points for those who desire a closer contact with nature's wonders. There is an infinite variety of amusement—riding, motoring, mountain climbing, fishing, boating, tennis. And the amateur photographer finds a paradise for his hobby. Jasper Park has one of the famous golf courses of America. At Banff a new course is in course of construction.





EDMONTON

the capital of the "Sunny Foothills Province," as Alberta is generally described by Canadians, holds the trump hand of opportunity today among the cities of Western Canada. It is situated 300 miles north of the boundary between Montana and Alberta; 200 miles east of the Rocky Mountains;

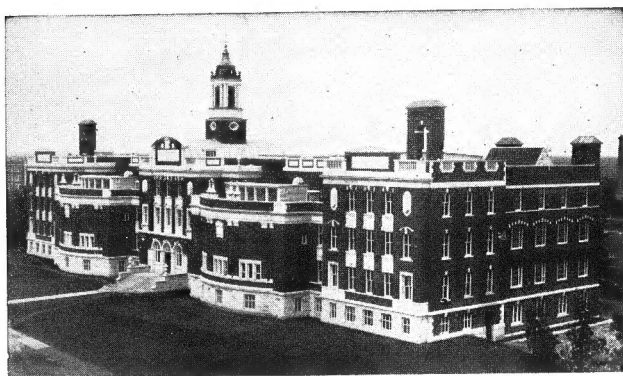
770 miles from Vancouver on Canadian National Railways via Jasper; 840 miles from Vancouver on Canadian Pacific Railway via Banff and Calgary; and about 800 miles west of Winnipeg via either the Canadian National or Canadian Pacific Railways.

The site of the city was chosen many years ago when the Hudson's Bay Company ruled Western Canada and carried on its commerce. It was the principal trading post of the territory now known as Alberta. Its history, dating from the 18th century, is replete with the savage feuds of Indian tribes and the thrilling adventures of traders and explorers. Every spring the furs, the leather and the pemmican, gathered from the vast territory of the Saskatchewan Department, were sent down the Saskatchewan River from Edmonton in fleets of York boats and canoes to Hudson's Bay and there exchanged for the goods needed in the fur trade.

As a modern city Edmonton is the growth of the 20th century. On the site of the old fort now stand the Parliament Buildings of Alberta, while on the opposite bank are situated the magnificent buildings of the Provincial University. Around the old site, in the most modern fashion, paved streets, spacious parks, stores, houses and factories have been built. The ci-devant fur trading post has grown to be the ninth city of Canada, a metropolitan community of over 72,000 people.

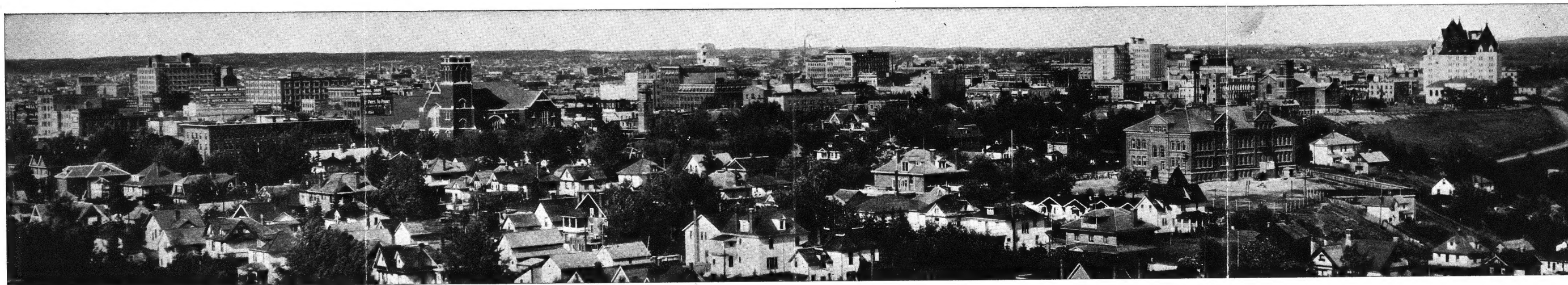
THE PLACE WHERE A CITY OUGHT TO GROW

Edmonton is the commercial and financial centre of 75,000 square miles of territory, rapidly increasing in population and wealth, and contains at the present time 375,000 people distributed on the farms and in the towns and villages of Central and Northern Alberta. Moreover, it is the natural gateway to a vaster region yet to be developed—a region comprising nearly one-quarter of the area of Canada, namely: the Upper Valley of the Saskatchewan, the great drainage basins of the Athabaska, Peace and Mackenzie Rivers. A growing and lucrative trade is growing up with that wonderful North, and Edmonton merchants send their goods to every mining camp, fishing station, fur post and trapper's cabin from McMurray to the Coronation Gulf.



A CENTRE OF TRANSPORTATION

Always a centre of transportation, Edmonton has kept pace with the natural facilities of her location. It is the hub of the railway system of Alberta. The transcontinental lines of the



Canadian National and the Canadian Pacific pass through Edmonton, and, in addition, twelve branch lines radiate from the city, serving over 300 towns and villages. Rail connections with the Peace and the Athabaska Rivers open the way to 3,000 miles of lake and river navigation in Northern Alberta and the Northwest Territories.

AIRPORT

At the present time the City is preparing one of the best airports and flying fields in Western Canada. The field has an area of 200 acres and will be provided with hard-surfaced landings and take-offs, hangars, lighting, repair shops, service stations, standard markers and other facilities for a modern airport.

The city is also an important highway centre. From the east, three main provincial highways reach the city, connecting directly with Wainwright, Lloydminster, North Battleford, Saskatoon, Regina and Winnipeg. From the south, a standard, gravelled highway leads all the way from the Montana border to Edmonton, passing through Lethbridge, Macleod, Calgary, Red Deer, Lacombe, Ponoka and Wetaskiwin.

North of Edmonton for 100 miles, to the town of Athabaska, is a standard, dirt highway. Beyond this point is a fair highway (good in dry weather) along Lesser Slave Lake to Peace River town, picturesquely situated in the valley of the Peace River. Thence a good highway reaches out along the north bank of the Peace to Dunvegan, where it crosses the Peace River again and follows through Spirit River, Sexsmith and Clairmont to Grande Prairie and the Peace River Block. This road is being steadily improved and provides a thousand mile trip from Edmonton in one of the most beautiful regions on the continent.

From Edmonton to Jasper, 225 miles to the west, runs the Jasper Highway, one of the coming scenic highways of Canada. This road parallels the Canadian National and is passable only in dry weather, at the present time. As it reaches the foothills and the mountains, it traverses some of the best fishing grounds in Western Canada and brings the traveller close to excellent big game hunting.

Edmonton is growing yearly in favor with the tourist world. It is a convenient place to stop for a day or so before the traveller sets out for the splendid mountain resorts of the Rocky Mountains, or on his way east over the wonderful Canadian prairies. Whether his destination is Jasper, Banff, or any of the numerous holiday spots in the "Canadian Alps" or a trip "down north" to the Land of the Midnight Sun, a short time can be profitably spent in this capital city. During the summer, May to September, the country around Edmonton may well be described as a charmed land. Wide, sweeping ridges, succeeded by broad valleys, green or

golden, according to the season, trim homesteads, shining lakes, numerous streams edged with willow, alder or spruce give the landscape a pleasing and hospitable appearance, especially after passing through long stretches of open, prairie land.

It is a land of sunshine by day and enchanting twilights in the evening. From May to September games of every kind—golf, baseball, football, tennis—are played after the dinner hour. At this season the motorist may travel from 3 a.m. to 10 p.m. Nights are cool and refreshing. As Northern Alberta becomes "discovered" for what it really is—natural beauty, variegated scenery and invigorating climate, it will be the mecca of thousands of summer tourists from the hot and enervating climates of regions farther south.

HOTELS AND ACCOMMODATION

The city has numerous hotels, apartment houses and private boarding houses that cater to every class of tourist. The MacDonald Hotel, built in beautiful chateau style, after the famous chateaus of the Loire Valley in France, is one of the finest in Canada.

As befits a city serving so large a community, Edmonton's retail stores are large, numerous and well-stocked. They vie with thousands in larger and older cities in the display of things new and beautiful. They range from the big department store to the specialty shop and the modest corner store. Every style of mercantile trading is represented by the various wholesale houses and jobbing firms.



PARKS AND RECREATION

Edmonton has plenty of places of interest both within and without its borders. The social side of life—sport and recreation—is fostered by many organizations and clubs. The theatres give the public the best in moving pictures, vaudeville and road shows. Golfers have the choice of three golf courses. Tennis, baseball, football, cricket and other games are well provided for either by special athletic grounds or in the several city parks. The principal parks are:

Victoria Park, contains 180 acres, situated on the lower bench of the Saskatchewan River, between 110th Street and 121st Street. It has several acres of picnic grounds, a golf course, cricket and baseball grounds, and a commodious club house.

Riverside Park, 30 acres, situated on the south bank of the Saskatchewan, in a secluded bend of the river, has facilities for picnics, children's games and swimming.

Borden Park, 60 acres, situated in the east end of the city, provided with children's playgrounds, swimming pool, wading pool, aerial railway, merry-go-round and stage for outdoor meetings. The Edmonton Zoo is also located here, where buffalo, elk, deer, beaver, moose, coyotes, bears, porcupine, badgers, rocky mountain sheep and other native animals of the province are kept.



Exhibition Park, 80 acres, situated beside Borden Park, used for Edmonton's great annual summer fair, for spring horse and fat stock show, cattle, sheep and swine sales and other exhibitions carried on by the live stock and agricultural associations of the Province. The buildings are among the finest of their kind in Western Canada and are valued at three-quarters of a million dollars.

Auto Camp Park, situated on the South Side, on the main highway from Edmonton to Calgary. From the camp paved roads lead to all parts of the city. Facilities for cooking, laundry work and most of the other conveniences for the proper equipment of a tourist camp are provided. Administration under the joint auspices of the city and the Alberta Motor Association. A caretaker is in charge during the tourist season and visitors are cordially invited to utilize this camp.

MUNICIPAL SWIMMING POOLS

Edmonton is well equipped for safe out-door bathing. Three modernly equipped swimming pools are in operation during the spring, summer and autumn months.

The pools are under the direct charge of the City Engineer. Each pool has a qualified swimming instructor. The water is filtered, heated and sterilized and bacterial tests are regularly made by the city bacteriologist.

EDMONTON GOLF COURSES

Devotees of the royal and ancient game of golf find in Edmonton a perfect setting for their favorite out-of-door sport. The bright, pleasant days of spring and summer with their long twilight evenings provide ideal golfing weather even after the business of the day is over.

Edmonton Golf and Country Club: The Country Club course occupies a commanding situation on the banks of the Saskatchewan River, some eight miles south-west of the city.

Mayfair Golf and Country Club: The Mayfair course is beautifully situated in the valley of the Saskatchewan just beyond the University of Alberta.

The Municipal Golf Course, in Victoria Park, is one of the beauty spots of Edmonton. On the one hand rises the green slope of the valley; on the other, the Saskatchewan River winds through tree-clad banks. The valley curves with the bends of the river, the whole forming a natural amphitheatre—fit spot for a city's playground.

SIDE TRIPS TO COUNTRY POINTS

Bendick's Bird Sanctuary, three miles south of Leduc, four miles east. Most of the native birds of Alberta and many imported varieties are kept.

South Cooking Lake, 22 miles south-east of Edmonton, by gravelled highway.

North Cooking Lake, 25 miles east of Edmonton. Take trail 53 or C.N.R.

Elk Island Park, 36 miles east of Edmonton. Take gravelled highway to Fort Saskatchewan, 20 miles; east on correction line 10 miles; south 2 miles; east 3 miles to park gate. The park is a natural game preserve. A herd of 600 buffalo, 500 elk, 200 deer and 30 moose may be seen in this park as well as many varieties of native wild fowl.

Cold Lake, 200 miles north-east of Edmonton, on boundary between Alberta and Saskatchewan. Reached by C.N.R. to St. Paul; by marked trail via Lamont, Duvernay, St. Paul, Bonnyville, Legoff. Excellent lake trout fishing in July and August. Trout of 30 to 50 lbs. often taken.

Lac la Biche Lake, 120 miles north of Edmonton. Take Athabaska Trail north to Colinton, thence east through Stocks, Plamondon to town of Lac la Biche. Also by Alberta and Great Waterways Railway.

Baptiste Lake, 110 miles north of Edmonton. Take trail to Athabasca town, then 10 miles west.

Westlock and Pembina Valley, 60 miles north-west via E.D. & B.C. Ry. or Athabaska Trail to Clyde, 49 miles, then west 8 miles. Model Alberta town in famous agricultural district. Here U.S. Tariff Commission found wheat production cheapest and best in America.

Alberta Beach, situated on Lac Ste. Anne, 50 miles west via C.N.R. or trail marked via St. Albert, Villeneuve and Onoway. Five miles farther is the famous shrine of Ste. Anne.

St. Albert, 9 miles north-west of Edmonton. One of the oldest Roman Catholic Missions in Western Canada; beautifully situated on Sturgeon River; founded by Bishop Tache and Father Lacombe in 1862. First church built in Alberta, still in good state of preservation, is located here on the mission grounds.

Wabamun and Kapasiwin Beach, on east end of Wabamun Lake, 45 miles via C.N.R. or Jasper Highway.

Seba Beach, 60 miles west of Edmonton, on west end of Wabamun Lake, via C.N.R. or Jasper Highway.

Edmonton Beach, 22 miles west on Jasper Highway to Stony Plain town, 2 miles south, 5 miles west.



Pigeon Lake, 60 miles south-west. Take Edmonton-Calgary trail to Wetaskiwin, then west 28 miles. One of the finest lakes in Central Alberta. There is a shorter route via Leduc and Calmar.

Gull Lake, 90 miles south-west. Edmonton-Calgary trail, or C.P.R. to Lacombe, west 10 miles.



This Folder is Officially Published by the City of
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